

Claims

What is claimed is:

- Sub B7*
1. A method performed by a computer system, comprising:  
storing a first version of a mass-produced printed paper, the first version having a first digital format;  
replacing first content in the first version with second content; and  
translating the first version into a second version, the second version having a second digital format, the second version being displayable on a display device as a likeness of the paper.
  2. The method of Claim 1 wherein the replacing comprises:  
replacing the first content in the first version with the second content, wherein the first content is a first advertisement, and the second content is a second advertisement.
  3. The method of Claim 2 wherein the replacing comprises:  
replacing the first content in the first version with the second content, wherein the first advertisement is a national advertisement, and the second advertisement is a regional advertisement.
  4. The method of Claim 1 and comprising:  
replacing the first content with second content in response to a user profile.
  5. The method of Claim 1 and comprising:  
compressing the second version.
  6. The method of Claim 1 and comprising:  
encrypting the second version.

- 1      7. A system, comprising:  
2      a computing device for:  
3            storing a first version of a mass-produced printed paper, the first version having a first  
4            digital format;  
5            replacing first content in the first version with second content; and  
6            translating the first version into a second version, the second version having a second  
7            digital format, the second version being displayable on a display device as a  
8            likeness of the paper.
- 1      8. The system of Claim 7 wherein the first content is a first advertisement, and the  
2      second content is a second advertisement.
- 1      9. The system of Claim 8 wherein the first advertisement is a national advertisement,  
2      and the second advertisement is a regional advertisement.
- 1      10. The system of Claim 7 wherein the computing device is for:  
2            replacing the first content with second content in response to a user profile.
- 1      11. The system of Claim 7 wherein the computing device is for:  
2            compressing the second version.
- 1      12. The system of Claim 7 wherein the computing device is for:  
2            encrypting the second version.
- 1      13. A computer program product, comprising:  
2            a computer program processable by a computer system for causing the computer system to:  
3                store a first version of a mass-produced printed paper, the first version having a first  
4                digital format;  
5                replace first content in the first version with second content; and

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6 translate the first version into a second version, the second version having a second  
7 digital format, the second version being displayable on a display device as a  
8 likeness of the paper; and  
9 an apparatus from which the computer program is accessible by the computer system.

1 14. The computer program product of Claim 13 wherein the first content is a first  
2 advertisement, and the second content is a second advertisement.

1 15. The computer program product of Claim 14 wherein the first advertisement is a  
2 national advertisement, and the second advertisement is a regional advertisement.

1 16. The computer program product of Claim 13 wherein the computer program is  
2 processable by the computer system for causing the computer system to:  
3 replace the first content with second content in response to a user profile.

1 17. The computer program product of Claim 13 wherein the computer program is  
2 processable by the computer system for causing the computer system to:  
3 compress the second version.

1 18. The computer program product of Claim 13 wherein the computer program is  
2 processable by the computer system for causing the computer system to:  
3 encrypt the second version.